

**In My Opinion:  
Anne-Marie Johnson****1st National Vice President**

Dear Members,

It has been a long hard fought journey. The membership has finally spoken, and now it is time to prepare for October 2010.

As stated by President Rosenberg on June 9, SAG has received its marching orders, and we must immediately sit down with the leadership of the DGA, WGA, AFTRA, the Teamsters and IATSE to prepare for what may be the job action of all job actions. SAG must begin immediately to closely analyze the changing dynamics of the industry. Within the TV/Theatrical Standing Committee, task forces must be appointed and seated, dedicated to observe and track the growth in original products made for new media, forced endorsements in scripted productions, streaming of traditional broadcast shows in new media, the inevitable problems concerning our members, the loss of clip consent and so on.

The next two years will be extremely challenging for SAG and its members. We will be faced with changes within the industry that will impact actors in ways we did and did not anticipate. More than ever, actors will be turning to the Guild for guidance, protection and answers.

In my opinion, in order to be prepared with concrete data for 2010, SAG needs your help. SAG will need to be notified if you are: being forced to extol the virtues of a product while working in scripted dramas, passed up for a job because you have refused to relinquish consent regarding your image and likeness, if your "covered performer" status doesn't turn an original product made for new media into a SAG-covered production, and if you don't receive your miniscule residual payments when your traditional broadcast work is re-run (unlimited) on new media. SAG will need to hear from all of our members regarding all of the changes and rollbacks we will be facing within the next few years.

We must be prepared for 2011. Interim National Executive Director David White and Chief Negotiator John McGuire stated in April that SAG will be in the leading position during the next TV/Theatrical negotiations. If that is the case, we must be ready, willing and, most importantly, able to hold firm on issues we nearly lost, try to regain what we have lost and aggressively build on what we achieved.

It is my opinion that in 2011 the AMPTP will ignore the sunset clause in new media. Or they will demand that we give up something extremely significant in order to discuss revisiting new media. I suggest that we all do our best to be prepared, both financially and emotionally, for a strike in 2011. Those who voted yes believed "now is not the time." Well, 2011 will be the time. Will you be ready to fight?

Anne-Marie Johnson  
1st Vice President